

Why Her Farm Films ?

World Bank quote. "Although most women in Nepal work, the majority are unpaid . Nepal remains a highly rural economy where subsistence farming is the main economic activity for women. This means that most working women use their productive capacity to feed their families. Yes, this is an important use of women's time, but it generates no income for them, underutilizes their human capital, and leaves them economically isolated and with limited agency."

Only 22.5 percent of working-age women are employed. (Source below)

<https://kathmandupost.com/valley/2019/05/02/only-22-percent-of-working-age-women-are-employed-in-nepal>. Source is Nepal Labour Force Survey 2017-18

Lack of opportunity often leads to risky migration Exploitation of Nepalese female domestic workers is common in the Gulf countries.

"I migrated due to poverty... [and a] difficult life due to a lack of money and a desire to earn... I was trying [to migrate to] any place, so that I could develop my skills and earn some money."

Adolescent girl, 18 years old . Quote from a SWIFT SURVEY (a UK Funded Survey) Almost all the adolescent girls interviewed for this research entered trafficking through labour migration

The Swift Survey shows low caste especially vulnerable.

Adolescent girls are often targeted for exploitation because of their low status and limited agency within society.⁴⁸ Women and girls from marginalized groups, particularly those from the Dalit caste, who have traditionally been considered 'unclean' or 'untouchable' occupational workers, are particularly vulnerable to exploitation. In the SWiFT survey, **36 per cent** of adolescent girls and young women were Dalits (compared with the proportion in the general population of just 14 per cent). Despite being forbidden by law, discrimination against Dalits in employment is pervasive and threats of exclusion from social activities and labour opportunities also increase their vulnerability to forced labour.

Women's voices missing in media - There are currently over 400 radio stations in Nepal but most lack information on the issues and activities relevant to Nepalese women. Women are rarely portrayed as experts, professionals, contributors or breadwinners, and are often portrayed as objects, commodities, victims, and consumers. According to the report of Global Media Monitoring Project 2015, Nepali women make up only 13% of the persons heard, read about or seen in newspaper, television and radio news. (Source -National Conference of Women Radio Producers and Broadcasters) and

According to the Federation of Nepalis Journalists, 16% of (1,613 women

out of 10,095 journalists) are women

The job market - woman in rural Nepal is a wedding photographer <https://www.nepalitimes.com/banner/portrait-of-a-photographer-in-rural-nepal/>

In Nepal marriages are big business and wedding photographers and videographers can earn good money. Before Covid our own wedding photography team at Her Farm Films was booked solid with weddings and commanding 45,000nrs per day, good money in Nepal. That group of 4 women now have a wedding photography business in a small town, not far from Her Farm. (Her Farm closed due to Covid) o

YouTube, Tik Tok and Instagram ad revenue. There's been a recent explosion in Nepal of creating content for one of these platforms and then allowing the platform to run advertisements during the content showing. Women in particular are doing well at this especially on Youtube. Herne Katha is one such YouTube channel that has 632 thousand subscribers and creates videos of life in rural Nepal. It's a team of two journalists, one male, one female. Good TV, featuring Ganga Lama (female) has posted over 1700 videos and received 99,342,369 views since starting in 2017. Ganga creates mostly news stories of her helping people in distress. She's ranked 79th out of the 100 top YouTube channels in Nepal. Priyanka Karki is the 89th ranked channel with 386k subscribers and 50,132,226 views to date. Both women are making full-time incomes from YouTube and Ganga has recently started advertizing on her Tik Tok channel as well. Social media platforms like this open up huge new avenues for women to become entrepreneurs with access to training and equipment.

Training in Nepal. Access to technical/vocational schools is limited for women due to 3 factors. 1, lack of SLC or school leaving certificate, proving high school graduation is required. For young women from lower caste families the rates for graduation are low, effectively locking them out of both higher education and technical training. 2, citizenship. In Nepal, citizenship is not automatic and it's passed by blood lines, not the geography of the birth. For many lower caste women the historically low rates of family literacy has resulted in a lack of official paperwork recording births and unless one can prove their father and grandfather both held citizenship papers, the government will not grant citizenship. Some 800,000 people in Nepal are de facto stateless, mostly from the lower castes. Two of our own students at Her Farm Films lack citizenship papers. 3, money. Families are reluctant to invest money in their daughters. In Nepal it's said that educating your daughter is like watering your neighbors garden. The expectation is the daughter will marry (probably at a young age) and move to her husbands house, so spending money on her education is of no use. It's hard for a woman to get technical education and harder still to buy a camera. That's where Her Farm Films comes in. We educate with no prerequisites or conditions, save one, a desire to learn. Our students are using

are cameras to create their stories and we are hosting their stories on our YouTube channel and using the income to create paid jobs.